THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Daffydils, Spring Flowers are ripe in the Valley of the Moon

Did a little ramming around town this week, and found out a lot about all the new improvements going on all over. There's plenty.

OUR RESORT, El Verano. Harvey and Melina the hosts. Draft beer. Excellent mixed drinks. Home of the Stein Club.

Gallo Bros.' new auto display room is first, 'cause it's been finished longer. But they aren't through. There's still to be built a big repair and service building along the rear of their property.

EL DORADO HOTEL, Sonoma. Try our Italian dinners in this historic hostelry, famous since the days of the 49ers.

Mike Gitti has about completed his remodeling and expansion. There's a new concrete floor, more shelving, attractive neon lights. Mike says he isn't through either—that he's going to start soon on a "new look" for the exterior of the building.

GOOD FURNITURE isn't exclusive with us alone. But let's trade with our friends and neighbors. SONOMA FURNITURE MART.

New owners of the Woodleaf Market are making steady progress on their enlargement program, with at least a third larger floor space now available than in former days. The long bleak wall on the plaza side is now opened up to the sunshine (when and if) and the entire interior is most pleasing. New stocks are coming in in large quantity. Formal opening may be expected any time now.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

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There's more. Denny's COG club has a new tile flooring in the room to the rear, suitable for dancing purposes.

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

Owner Trueman of the Valley Watch Repair has installed four new modern display cases and enlarged his stock of jewelry, watches, accessories and allied lines. (Did you know he makes rings, from the original metal casting to the finished article?)

BROADWAY CAFE, Sonoma. Pop and Mom Medros will be glad to see you. Friendly folks. Take-out License.

And Jeanie, Hair Stylist, is about ready to formally open her new and modern shop in a store room of the Boyes theater. Her "opening" has been somewhat delayed because of the non-arrival of certain desirable furnishings and equipment.

ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 8-297' Prescription Specialists

Add to all this our proposed new bank and a movie drive-in, and you can see that the Springs area is up and at 'em.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Ph. WE 8-4731. New offices, 18340 Sonoma Hwy.

Last week Sonoma river had dwindled to a small creek-like stream. After four solid days of rain, Sunday to Thursday, she was 'way up again, almost as high as during the Christmas freshets. It didn't go over its banks then, and probably won't now. But doesn't it make you a bit heartsick to see all that water going unchecked down to the bay and ocean, when so many years we're hard pressed for necessary water for irrigation, sprinkling, etc. It's a crime that the runoff isn't harnessed—which could be done very easily with a few well-placed dams.

FISH BOWL, 140 Trinity Rr. off Hiway 12. Tropical fish, goldfish supplies, equipment. Closed Thursdays. Hours 9 to 5.

With the increasing popularity of frozen foods, more and more cooks are putting out the best meals they ever thaw.

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars. Tow service. DeSoto and Plymouth new cars. Quality used cars.

Supervisor Jim Lyttle this week said work will begin by May 1 on widening Boyes boulevard from the theater corner to Sonoma river (we'll never call it "creek"). But from there on up to Arnold drive, there will be nothing done till the exact route of a proposed freeway from the forestry station on Jack London way clear down to Schellville is decided upon.

Probably it would be foolish to improve this stretch and then perhaps have to rebuild a portion of it if the freeway should cross it,

though it's quite likely the new route will be slightly to the west of Arnold drive. But the construction is probably three years away, and what should be done with Boyes boulevard in the meantime? It's a terrible thing right now.

A diet is a system which helps you to control your appetite until you're hungry. VALLEY WATCH REPAIR, Boyes Springs.

And have you noticed the horrible condition of our major highway and its shoulders through the Hot Springs area right now, especially since the telephone company dug its ditches to handle underground cables? Certainly the company should be forced to restore its right of way to its original condition. And the main corner at the Woodleaf, without the aid of the telephone company, is rapidly getting almost impassible without danger to the car springs.

NEW and SLIGHTLY USED DRESSES—wool, rayon, silk, gabardine. Real buys. Kids' shoes. VERN'S THRIFT SHOP, in Theater.

You know Fred Bom? He lives on Arnold drive, but at the moment is in Santa Rosa Memorial hospital, and likely will be there for another five weeks or so. Why not drop him a card, or send him a flower or somethin', or drop in on him? He's a good guy.

BOYES SPRINGS FOOD CENTER. A good place for those Lenten dishes, dairy foods, vegetables, frozen foods. Take-out license.

There is only one way to handle a woman, but the trouble is, nobody knows what it is.

PROTECT YOUR HOME, GARAGE, CAR, from fire, inexpensively and positively. A real life-saver. Just call WE 8-4731.

Hank Goulette of the Sonoma Golf and Country club staff has received word from "Happy," also a club employe, from Italy that she's having a grand vacation, and should be back in the Springs by March 15.

THE VALLEY'S OUTSTANDING Banquet Headquarters. Finest food, wonderful beverages, superior service. PAUL'S, Verano.

A number of the "experts" are picking the Yanks and the Dodgers to repeat in the big league baseball races this year. Always willing to be different, and because really we're pretty good at baseball and football, our prediction is entirely different. We're picking the Detroit Tigers in the American league, the Milwaukee Braves in the National. What a World Series that will be—all the teams need do is jump back and forth over Lake Michigan.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Do you feel that peanuts and rice are "basic crops?" They're included in the list of six such which the rigid 90 per cent parity advo-

cates wish to support. Sure they make oil from peanuts, and also much more from soy beans, and they're good at baseball games and circuses, but are they "basic?" And rice! It's fine with Chinese dishes, and at one time we had quite an export trade in it. But now we've lost our overseas market for rice—and why do they keep on producing under these conditions? Must the government buy everything that's produced in excess, at high prices, and pay $1 million a day just for storage?

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

Patient: "Five dollars for pulling a tooth? That's only a minute's work." The Dentist: "Well, if you wish, I can pull it very very slowly."

GET ACQUAINTED with the quaintest tavern in the Valley—RUSTIC INN, Glen Ellen. Bring your guests. GUNNER and RUTH.

The "oil lobby" is in hot water because it has apparently tried to influence legislation by contributing to the campaign funds of various congressmen. Really terrible! But we have statistics that the big labor unions have contributed plenty to the campaign funds of various legislators (mostly democrats) and nothing is said about it. Every blankety blank lobbyist, of every party and every interest, should be outlawed. They're as bad for this country as are any other subversives.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

And the same goes for the lobbyists up at Sacramento .Samish is gone—true—but there are several hundred other parasites still haunting the lobbies and the hotels and other gathering places around the state capital—and do you honestly believe they make for better government?

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Poor old basketball. With the whistle-happy referees, who use the not-too-musical instrument whenever one player scowls at another, the game has been spoiled for us, and for many others. And the scores—122 to 98 (sometimes 28 to 22 because of 10-minute stalls)—are enough to make a good basketball fan disgusted with the game.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

Prediction on the Pacific Coast baseball play this year: We're picking the Los Angeles Angels to win the pennant, even if Bill Sweeney isn't with 'em any more. Should be a tight race, though.

SONOMA GROVE, on Hiway 12 south of Boyes. Italian food is our specialty, but every kind is available. You'll like us. Cocktails.

And a grocer in England concocted a scheme whereby he could collect many of his long-overdue accounts. He announced that at the end of the week he was going to decorate his store window with the names of customers who had not paid their bills. Most paid up. The others had their names displayed.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

Yep, the Frank Greengrass real estate agency is having open house at its new quarters in the former Hall building next to the Valley Review office Sunday afternoon from 1 to 5. Might be a good idea to drop in, look over their new office structure and get acquainted with all the staff which is doing a good job of real estating in this community.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

We dunno. Maybe Ike shouldn't play so much golf at that. It's a lot more strenuous a game than it looks to the casual observer. The walking around a four-hour course isn't so bad. Neither are the putting or the chip shots. But the drives which are a major part of the game certainly take plenty of energy and concentration, and a man who has had a heart attack (as we did, too) just shouldn't do it. Bet your own physician will tell you the same thing.

MENDEL'S CAFE, on the Plaza, Boyes. Earning a wide reputation for good steaks, chops, chicken. Cocktail bar.

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

To us, the most revolting thing about strikes is the mass picketing. Sure, there's laws which bar it, but does a union ever observe this law? If a man wishes to continue working in a struck plant, just exactly why shouldn't he? Why must he be beaten up (usually by a bunch of goons who never have worked at the plant)? If and when the labor union bosses ever come of age, maybe they'll learn to settle their differences by arbitration, and everybody keep on working while the issues are being settled. They used to do it that way—back in the days when we were proud to be a member of the typographical union.

Real estate headquarters — sales or rentals—WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention. Old-fashioned dancing Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Splendid floor. Good music.

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Thinking back to the evolution of the bicycle. Never rode one of the very first models—a great big wheel in front, and a little wheel trailing behind. Then came the bicycle as we see them now—but a heavy metal affair, hard to ride but serviceable. They had double tubes, as automobiles have had, but pretty soon they changed to the single tube or "tubeless" variety, and the frames were made of lighter metal, with wooden rim wheels.

A revolution innovation was the coaster brake, forerunner to automatic transmission now used on new automobiles. Saddles were cumbersome and uncomfortable. Bells were the "horns" of that era, and bicycle races were popular. Women's bicycles were made differently, with the top bar absent, and more space allowed for the convenience of the feminine garb. They had traffic rules for cyclists, too, not always observed . Accidents were few, but sometimes they had some "good" ones.

DENNY'S COG CLUB, main corner, Boyes. Denny, Leo and Gene on duty. Sportsmen's headquarters. A good place to know.

BOB'S CIGAR STORE, Napa St., Sonoma. Tobacco Lovers' gathering place. Everything for every smoker. Billiards, too.

Mortician, to aged mourner: "How old are you?" The aged one: "I'm 97, be 98 next month." Mortician: "Hardly worth going home, is it?"

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.

Probably the greatest handicap for the republican administration is the retention in the position of secretary of state of John Foster Dulles. Never much good, he represents the Dewey wing of the party, repudiated a couple of times. The man is a well-meaning old fuddy-duddy, his usefulness is ended, and the sooner he is allowed to gracefully resign the better for the republican party and the nation as a whole.

BOYES VARIETY STORE, on the Hiway. Huge shipments of new spring merchandise arriving daily. We sell just about everything.

MIKE & ROSE'S BOYES SPRINGS STORE. Remodeling about completed. Stop in for preview. Enlarged space and stocks.

ANYWAY, WE'LL PRINT BOTH SIDES, ALWAYS!

Col. Little. Dear Sir:

I read your pamphlet and your contributions to the Valley Review with a great deal of interest. I came here from Minnesota 12 years ago and agree with you in many ways. But I am at a loss to under-

stand a man of your intelligence has been "taken in" on the so-called "right to work" legislation which any sane man can smell is just an attempt to bust the unions, which have done so much to advance the economic status of the men who toil. The states which have enacted this fake law are the most backward states in the union. You don't find Michigan or Minnesota on the list. I dare you to publish the states which have these laws enacted.

I am enclosing a publication which may in some way wise you up on the "state of the union" including some mention about the union busting laws—that you in some weak moment have found good and sound.

Some time ago you stated the democratic candidates for president: Mr. Stevenson was not much good, and Mr. Harriman was just a playboy. It seems to this humble writer that when the people of Illinois and New York elected these men to be their governors their judgment would be of greater merit than that of a pseudo colonel retired from active participation in political life and holed up here in the Valley of the Moon. Mr. Little, if this letter doesn't hurt your exalted ego too much, you may publish it.

With due consideration for the opinions of others, I am

Truly yours, ALFRED AHLGREN.

(Editor's note: We welcome letters from readers, whether or not they agree with us. However, this letter merits a reply, which will be published in the very near future.)

BANCROFT NURSERY, Sonoma. Time for planting trees, roses, shrubs, annuals, berries, grapes . Potted plants and cut flowers.

GEORGE, THE MEAT EXPERT, at Boyes Springs Food Center. Always finest quality and widest selection. Bulk cheese. Delicacies.

AND HERE'S RECIPES ONLY ABOUT 80 YEARS OLD!

The sting of a nettle can be cured by rubbing the part with rosemary, mint or sage leaves. (How long since you've seen a nettle?)

MILK PAINT FOR BARNS—Mix water lime with skim-milk to a proper consistency to apply with a brush. It will adhere to brick, mortar or stone where oil has not been used, and forms a very hard substance as durable as the best oil paint.

Any color may be given it by dissolving the color in whiskey first and adding to suit the fancy.

BACKWOODS PRESERVES—Boil 1 pint molasses 5 to 20 minutes. Add 3 eggs thoroughly beaten. Hastily stir hem in. Boil a few minutes longer, add nutmeg or lemon. Do not fail to give it a trial.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

B & L LAUNDROMAT, Fetters Springs. Why suffer inconvenience washing and drying at home? Low charges here. Try us out.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

For those who like to drink and drive, here is a favorite recipe. Take one stewed prune, one pickled peach and one date. Saturate the peach and the prune with brandy or gin. If unable to procure these, beer will do. Place on the seat of a high powered car and leave on the road 30 minutes. Then garnish with broken glass, gravel, and blood, and serve cold on a stretcher. Very attractive in light colored box and decorated with flowers.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

PIONEER STORE RULES UNIQUE

Chicago newspapers in 1949 carried a full page spread from the store of Carson, Pirie, Scott & Co., announcing a new work schedule. In the announcement, pictures of the founders of the store with quotations from the handbook of the store as it was in 1857 were given prominence, contrasting the store operations of those days with today.

We quote from the ad rules to be observed by employes of the store in 1857:

"Store must be open from 6 a. m. to 9 p. m. the year around.

"Store must be swept and counters, bases, shelves and showcases dusted.

"Lamps trimmed, bins filled, chimneys cleaned, doors and windows opened; a pail of water, also buckets of coal brought in before breakfast (if there is time), and attend to customers who call.

"Each employe must pay not less than $5 a year to church and must attend Sunday school regularly.

"Men employes are given one evening a week for courting and two if they go to prayer meeting.

"After 14 hours in the store, the leisure time should be spent mostly in reading."

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

The bold-face ads you see scattered through Moonbeams cost just $1 per issue. Maybe you could use them profitably.